

Item 210. Final Report on Over 70s Christmas Gift Voucher Scheme 2020

Take-up of the scheme

The scheme this year was delivered within the budget of £15,000.

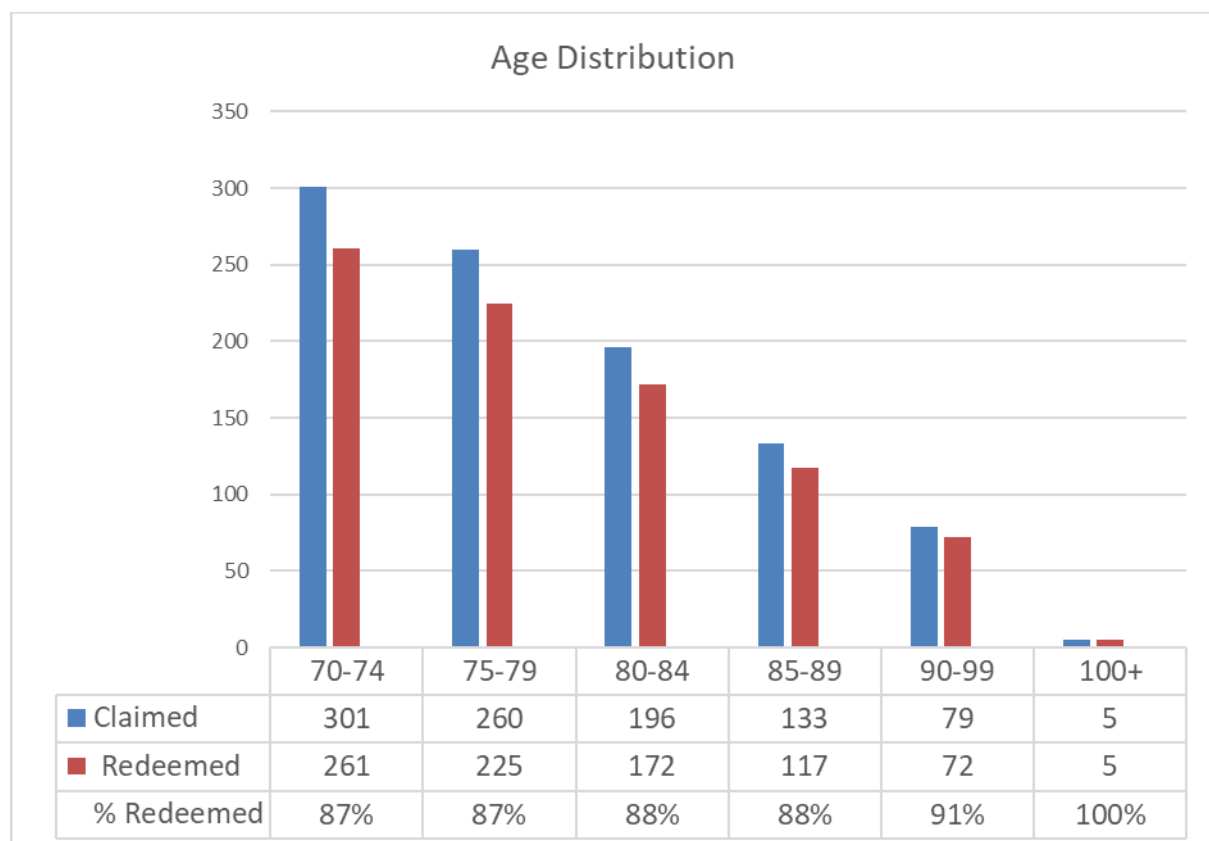
£8,520 was disbursed to organisations redeeming the vouchers. A further £294 was spent on printing the vouchers and posters. The vouchers were all delivered by volunteers from Frodsham & District Open Hands.

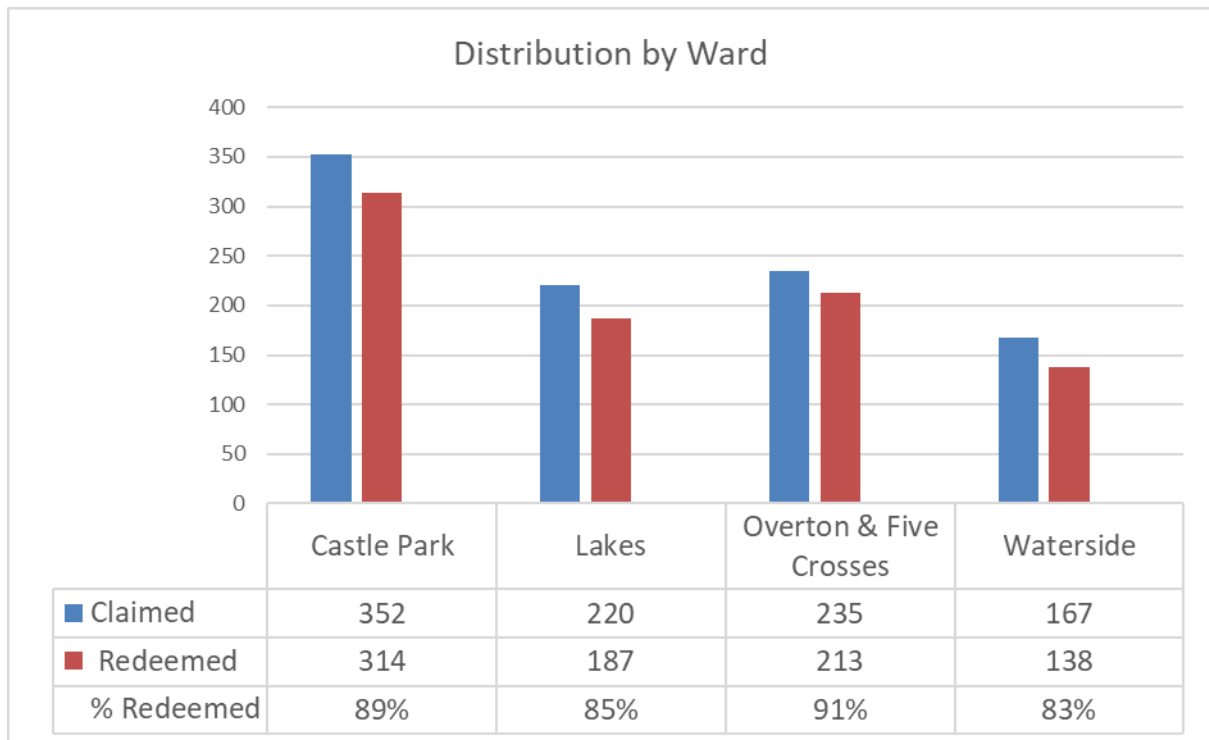
974 vouchers were issued and 852 (87%) were redeemed. This represents a reduction in vouchers issued of 158 (14%) on last year. The redemption rate is 7 percentage points lower than last year.

This reduced take-up and redemption is largely due to the pandemic and lockdown reducing people’s ability to access the scheme and, despite extending the deadline to spend the vouchers by a month, to spend the vouchers.

The printed application form in Frodsham Life magazine was used by 42% of applicants in 2019, but the magazine was last produced in March 2020. Many of the local businesses participating in the scheme were closed or restricted by lockdown.

Who were the applicants?





Where were the vouchers redeemed?

19 businesses accepted the vouchers in 2020, along with 4 local good causes,

Businesses

HE Coward Butchers, Main St	£4,000
4 Seasons 4 Food, Main St	£640
Ring 'O Bells, Bellemonte Rd	£470
Devonshire Bakery, High St	£470
Hales Fruits, Church St	£310
Robert Gleave & Sons, Mill Lane	£290
The Cottage Teashop, Main St	£280
Home and Beauty, Church St	£270
Top Shop, Langdale Way	£250
The Vintage Teapot Teashop, Lady Heyes	£210
Simply Local - St Hilda's Drive Post Office	£150
Kates Closet, Langdale Way	£130
Millmark Foods, Main St	£90
The Queens Head, Main St	£90
Flowers by Jenny Penny	£90
Elliotts Newsagents, Main St	£70
Dandelion Gifts	£30
Frodsham Coffee Shop, Main St	£30
Browsers Bazaar, Lady Heyes	£10
Total	£7,880

Good causes

St Laurence Parish Church	£310
Will to Work Workshop	£130
Frodsham Community Association	£120
4th Frodsham Scout Group	£80
Total	£640

